

PUBLIC: 2 000 € Excl. VAT*

PRIVATE: from 10 400 € Excl. VAT*

*Applicable rates from 1/1/25 to 12/31/25



2 DAYS (14h)

ADVANCED PRODUCT MANAGER

PRODUCT LEVEL 2 (2+ YEARS)

Learn how to build a roadmap by relying on the Product vision, strategic objectives, and product knowledge

Target audience and prerequisites

- ✓ This course is designed for Product Managers **with at least 2 years of experience as a Product Manager**

All participants must have mastered the content and skills covered in the Product Manager training in order to attend this course. **Full and active participation** is required.

Training objective

- ✓ **ROADMAP:** Build a **product roadmap** that reflects the Product vision and aligns with the company's overall strategy
- ✓ **PRIORITIZATION:** Effectively **prioritize Discovery and Delivery** efforts by focusing on opportunities that align with the Product vision, strategic objectives (OKRs), and product analysis
- ✓ **DISCOVERY:** Consolidate and enrich **product research** information (user, market, data) to assess and develop the product's current state
- ✓ **DECISION:** Involve the team and stakeholders, while **confidently making sound decisions** and convincing others regarding prioritization and key choices



Acquired skills assessment

- Acquired skills are assessed throughout the course by the trainers.
- At the end of the session, participants will receive a **certificate of completion**.

Advanced Product Manager

Training program

92%

satisfaction rate
in 2024

Training program

2 DAYS (14h)

MODULE 1 Linking the company strategy to your Product objectives

- Take ownership of strategic objectives by understanding the vision, values and business context
- Product research: Connect user, market, and data insights
- Identify and challenge product objectives (OKRs)

PRODUCT, USER AND MARKET RESEARCH

VISION

STRATEGY

OKR

SMART

MODULE 2 Defining opportunities and understanding what is a Product Roadmap

- Define opportunities based on insights
- Build and maintain your product roadmap
- Manage the link between the Roadmap and the Release Plan

ROADMAP

RELEASE PLAN

OPPORTUNITY

MODULE 3 Prioritization and stakeholder management

- Prioritize your roadmap using a structured method
- Communicate effectively about the Roadmap, Release Plan, and inherent uncertainty
- Align internal and external stakeholders
- Learn how to say no based on relevant arguments

PRIORITIZATION

COMMUNICATION

STANCE

STAKEHOLDER MANAGEMENT

MODULE 4 Organizing Discovery and Delivery

- Explore problems and design solutions through Discovery
- Define a research plan based on your opportunity's maturity
- Structure and share user insights
- Simultaneously manage *Discovery* and *Delivery* sprints (dual track)

DUAL TRACK

DISCOVERY

DE-RISK

RESEARCH PLAN

Thiga Academy

Our support



Teaching method

Practical work accounts for around 40% of the course. This is complemented by **40% of theory** and **20% of discussion** between participants and trainers, to ensure that the content is adapted to each participant's individual context. A "red thread" product will be used as a case study throughout all the workshops.

Practical information

PRIVATE



Sessions are designed for groups of **6 to 10 participants**. We can organize training on **our premises in Paris, on your premises, or remotely**, up to 7 days before the scheduled date, subject to availability and **receipt of a signed agreement**.

PUBLIC



Sessions are designed for groups of **6 to 12 participants at our Paris premises**. Registration is open **until the day before the training session**, subject to availability of places and receipt of a **signed agreement** before the session.

- ✓ *We adapt our services for people with disability upon request.*
- ✓ *Special rates for individuals and self-employed people (please contact us).*

Thiga's certification



Product expert certification

Skills development begins with training and culminates in certification. Our certification, developed entirely by Thiga consultants and trainers, allows participants to assess and validate their skills, enhance their expertise, and advance their careers. The certification exam is recognized by the Product community.

A tailor-made offer

Thiga Academy can create customized courses for all your needs, from ten to several hundred participants.

- ✓ Onboard new team members
- ✓ Retain talents
- ✓ Internal transformation support
- ✓ Create internal career paths

Thiga Academy

They talk about us



Our trainers



Our training courses are led by one of our **experts**, who act as **trainers**, **program designers**, and **consultants**. They combine their professional experience with pedagogical skills to support your skills development.

What our Alumni say



“The training was great, very concrete and actionable. You can start applying it right away. The trainer constantly provided precise examples from his own experience. He showed us how he organizes his tools, roadmap, etc., which made everything very tangible. I can't wait to put it into practice.

Tina — Product Manager at Decathlon



“Many thanks for this top-quality training course, with many actionable elements in the PM's day-to-day role! It's a real gas pedal for going further and becoming more efficient. I really appreciated the fact that the trainers were also PMs or Heads of Product. You can get feedback on their experiences too.

Tara — Product Manager at Gens de Confiance

Our Partners & Clients



Thiga Academy

Our training path



Product Basics

- Product Owner
2 days
PRIVATE
- Figma Advanced
1 day
PRIVATE PUBLIC
- Product Culture awareness
1 day
PRIVATE
- Advanced Product Owner
2 days
PRIVATE PUBLIC
- Agile Awareness
1 day
PRIVATE

Product Builders 0 to 2 years

- Product Manager
2 days
PRIVATE PUBLIC
- Product Marketing
2 days
PRIVATE PUBLIC
- Product Designer
2 days
PRIVATE PUBLIC
- Tech for PM
avec **le wagon**
1 day
PRIVATE



Product Builders 4-5 years and above

- Lead Product Manager
2 days
PRIVATE PUBLIC

Product Builders 2-4 years

- Data Informed PM
2 days
PRIVATE PUBLIC
- Advanced Product Manager
2 days
PRIVATE PUBLIC
- Design System
2 days
PRIVATE PUBLIC
- Product Soft Skills
2 days
PRIVATE
- Discovery Discipline
2 days
PRIVATE PUBLIC



Product Leaders 4-5 teams and more

- Building a strong product organization
1 day
PUBLIC
- Unlock your team's power
avec **WILL**
18 hours
PUBLIC
- Create and implement a Product strategy
1 day
PUBLIC
- Scaling your Product organization
1 day
PUBLIC



Thiga Academy

About Thiga



Our books on Product

We have written and published several books on **Product Management** and **Product Design**. Our goal? To provide the Product community with actionable advice and methods, from mastering the basics of Product Management to setting up a full-fledged Product organization. Our entire training curriculum is **built around these books**.

The Product Conf'

LPC (La Product Conf') brings together inventive and ambitious Product People who seek to **share their experiences** and discover the best ways to **turn their ideas into reality**. We empower the European Product community to **promote the product mindset** within their organizations.



Our Media

Explore our media platform, designed to inform and inspire today's and tomorrow's **Product leaders**. You'll find everything you need to fuel your Product journey: practical guides, thought pieces by leading experts, thematic series, and in-depth articles. In short, original content to get you through the doors of the best tech companies.

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